

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of : David Zito et al.  
Application No. : 10/783,383  
Filed : February 20, 2004  
Title : COMPUTERIZED ADVERTISING OFFER EXCHANGE  
Examiner : Rodney M. Henry  
Art Unit : 3622 Confirmation No.: 6406

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE TO OFFICE ACTION**

Sir:

In response to the Office Action dated August 19, 2010, the Applicant submits the following:

**Amendments to Claims** begin on page **2** of this paper; and

**Remarks** begin on page **10** of this paper.